



Maal Tash

JAMES L. THOMPSON JR.

Till in Sports Monday

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High intensity outdoor

12-monther in Key Key

new city

Back lite - under pack - under Verts

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High intensity in new

Key  
against ~~stop~~ dens

• • • •

C+D county Ruckly R.O.P.

\* 250/pop

\* 3.0

2040941852

SHARE OF AD VS SHARE OF MKT.

FIRM COMMITTABLE AD  
PROGRAM



JAMES L. THOMPSON JR.

- Media Ideas - primarily  
coming out of Broadcast Ban -  
- "The elimination of broadcast  
media from an use does not  
automatically <sup>unwisely</sup> upgrade media  
to acceptable status"

- PROMOTIONAL & PRESSURES  
ON MEDIA BUDGET

- BRANDS ARE BUILT BY ADVERTISING
- MAIL PROMO'S MAY BE  
EXCELLENT - DON'T CUT  
GOOD PROMO'S - BUT HOLD  
OFF ON FIRECRACKER +  
MAIL PROMO'S - THESE  
EAT INTO ADVERTISING

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